

Tunis Le Palace hotel to re-brand as Hilton Tunis Gammarth in 2023

Following the signing of a landmark deal with the Groupe Alliance, Hilton has confirmed a flagship Hilton Hotels & Resorts property in the coastal suburb of Gammarth in Tunis, Tunisia.



Samir Jaieb, CEO of Groupe Alliance, and Feras Hasbini, director, development, MENA, Hilton, confirm the plans for the future Hilton Tunis Gammarth.

An extensive renovation of Le Palace hotel will now see the property re-branded as Hilton Tunis Gammarth in 2023. A phased renovation of all guest rooms, suites and public spaces (including F&B outlets) will begin in 2021. Once complete, the hotel will feature 296 guest rooms and 25 suites, seven F&B outlets and meeting facilities including a 635m² ballroom.

Carlos Khneisser, VP, development, Hilton, MENA said: “This is a hotel we have been interested in for some time and we are delighted to have found the right partner, with the Groupe Alliance. We are very confident in their ability to take the project forward and bring Hilton back to the Tunisian market in style. I look forward to working with Samir Jaieb and his team to deliver an exceptional Hilton product.”

Hilton, which has more than 5,100 hotels globally, recently marked its return to the Moroccan capital with the opening of Hilton Rabat and has a total of 35 properties open or under development in North Africa.

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